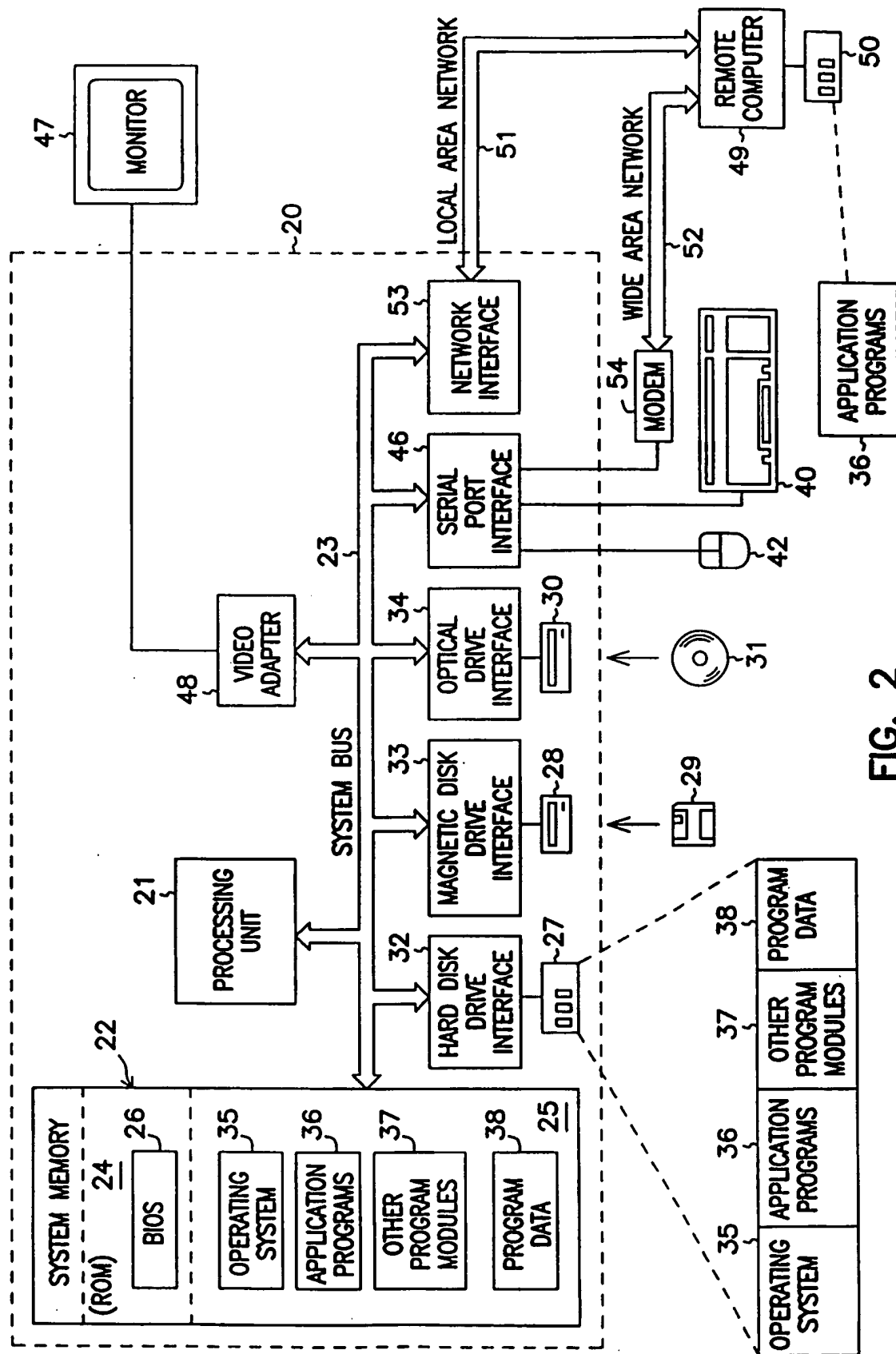


FIG. 1



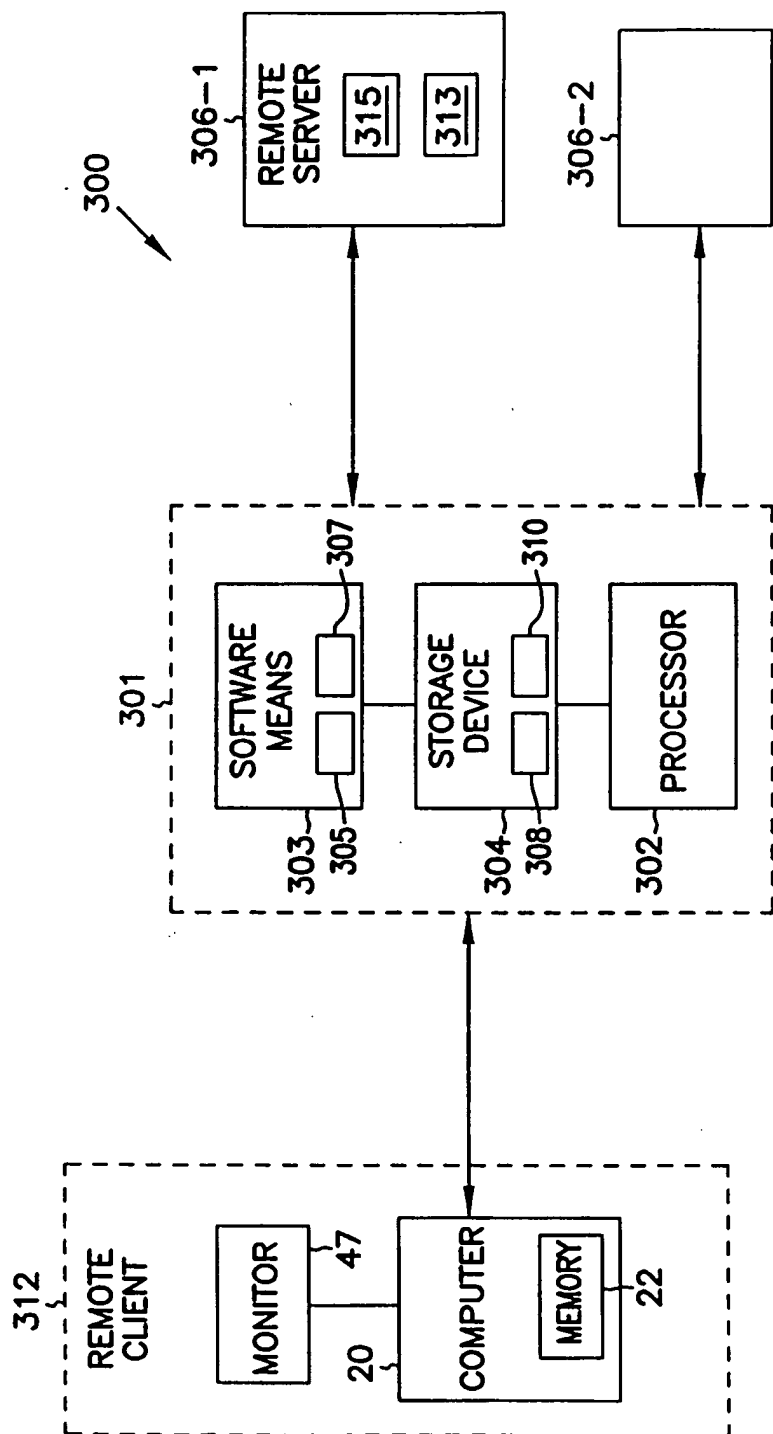
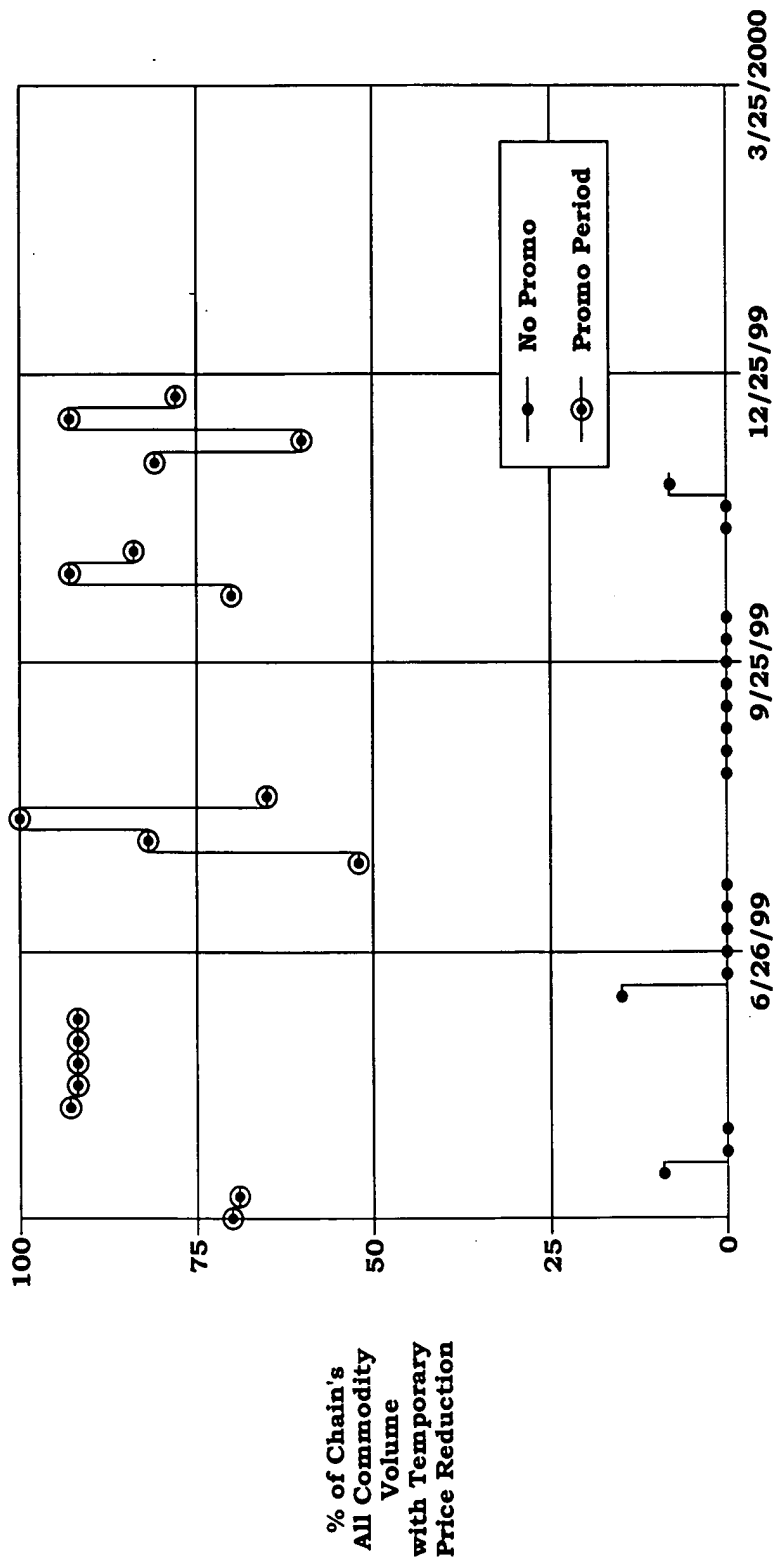


FIG. 3

FIGURE 4T250550

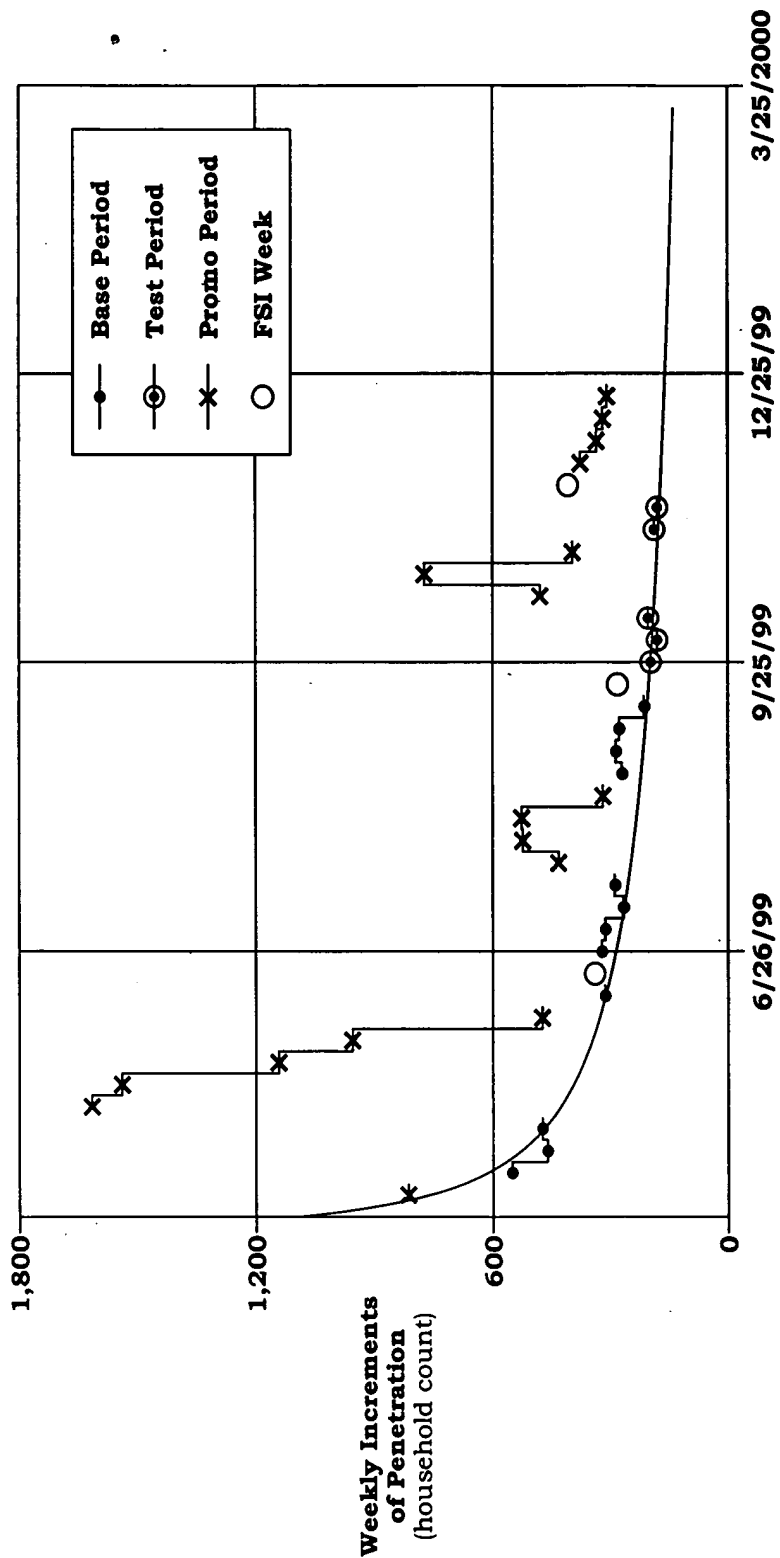
# In-Store Conditions



- All of the stores providing data were from one chain, and the practice of that chain was to promote by offering temporary price reductions (TPR)
- The chart above shows an objective measure of the level of TPR activity, measured in % of All Commodity Volume, a measure which weights large and small stores by the volume of all goods sold.
- Weeks designated by a (●) were counted as promotion weeks (Promo Period), weeks designated by a (•) were counted as non-promotional weeks.

FIGURE 5

# Penetration Buying Occasions



$$\text{Predicted} = \text{Exp}(6.995) * \text{Weeks}^{-.525}$$

(Average weekly miss for "Base Period" = 35.5 Households out of 167,110 Households, or 2/100 of one percent (.0002))

FIGURE 6 TESTS

# First Repeat Buying Occasions

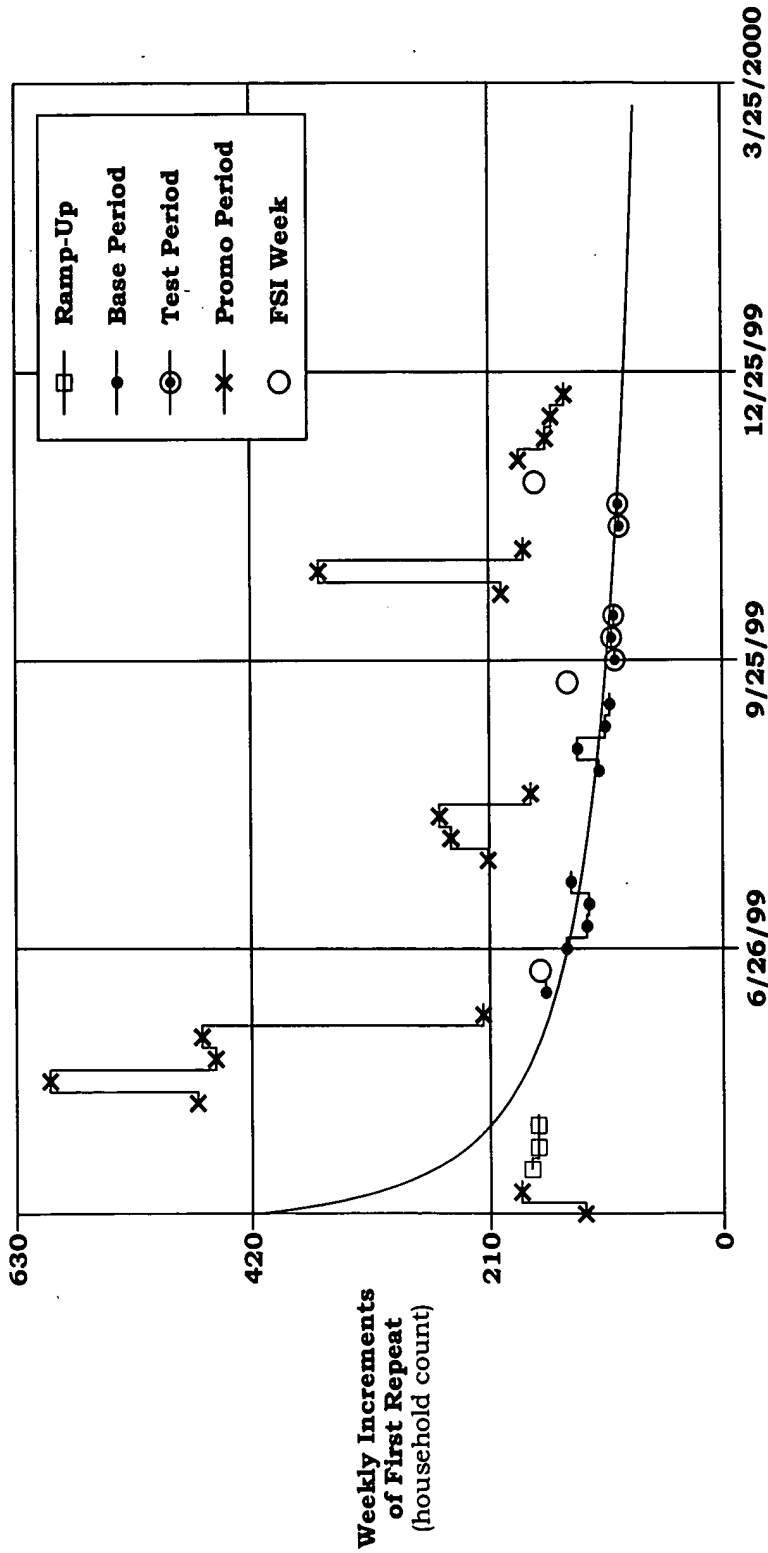
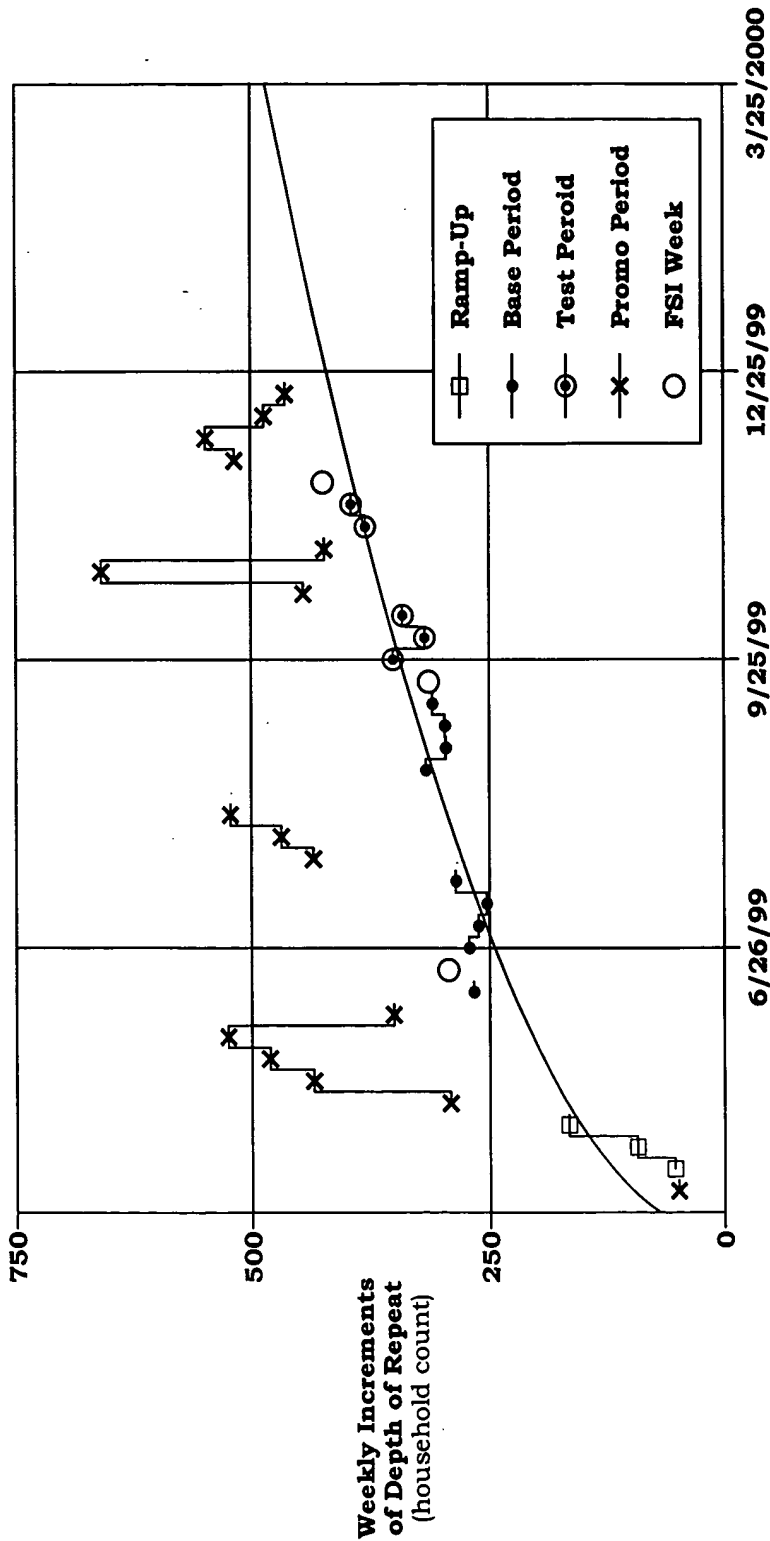


FIGURE 7  
 WEEKLY INCREMENTS OF DEPTH OF REPEAT

# Depth of Repeat Buying Occasions



$\text{Predicted} = \text{Exp}(4.233) * \text{Weeks}^{.4935}$